## **ORDER**

e*				
Orders	Order / Rev:	105874	<u>.                                    </u>	
	Alt Order #:	06844672		
	Product Desc:	AFF- SENATE		
	Estimate:	553		KSNV
	Flight Dates:	08/29/12 - 09/04/12	Primary AE:	Amy McCreary
	Original Date / Rev	: 08/23/12 / 08/31/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Mentzer Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		600 Fairmont Ave.	Billing Cycle:	EOM/EOC
		Towson, MD 21286	Agency Commission:	15%
			1	- · · · · ·
Advertiser	Name:	American Future Fund 🗕 🖟 🗸 🗸	<u>viel</u>	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2	Order Separation:	00:05:00

Bill	Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Mont
08/27/12	09/04/12	52	\$46,975.00	\$39,928.75	Sept

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$46,975.00	\$39,928.75	0.00
Totals	52	\$46,975,00	\$39 928 75	0.00

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	33%	\$46,975.00
Market	100%	\$142,348,48

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$45,551.52
KLVX	0%	\$0.00
KSNV-	0%	\$0,00
KTNV	26%	\$37,010.61
KTUD	0%	\$0.00
ΚVVU	9%	\$12,811.36
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	Γime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
_	E 1	KSNV	08/29/12	08/31/12	M-F 6-7a WakeUp w/	Va@M	6-7a		WTF	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
					M-F 6-7a WakeUp w	Wagners									,
		WAKE L	JP												
		Star	t Date	End Date	Weekdays Sp	ots/Week	<u>Rate</u>	Rating	1						
	W	eek: 08/2	27/12 (	09/02/12	WTF	3	\$1,000.00	0.0	0						

Print Date: 09/04/12 09:04:33

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Order / Rev:

105874 06844672

Advertiser:

American Future Fund

Alt Order #: Flight Dates:

08/29/12 - 09/04/12

Product Desc:

Estimate:

AFF- SENATE

553

KSNV

Ln Ch		End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type S	Spots	Amount
E 1 KSI	NV 08/29/1	2 08/31/12	M-F 6-7a WakeU		6-7a	WTF	:30	3 \$1,000.001	0.00 NM	3	\$3,000.00
WA	KE UP		M-F 6-7a WakeU	p w/Wagners							
***	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week:	08/27/12	09/02/12	WTF		\$1,000.00	0.00					
E 2 KS	NV 08/29/1	2 08/31/12	Today Show	CM	658a-9am	WTF	:30	2 \$1,500.001	0.00 NM	2	\$3,000.00
			Today Show							-	10,000.00
TOE	DAY SHOW	E-15-1									
Maak	Start Date 08/27/12	End Date 09/02/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u>	Rating					
			M-F Today Show		\$1,500.00 9-10a	0.00	-20	2 #222 224	0.00.101	_	
L J KO	144 00/23/1	12 00/3/1/12	M-F Today Show		9-10a	~-WTF	:30	3 \$900.001	0.00 NM	3	\$2,700.00
TOE	DAY SHOW	11									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			-		
	08/27/12	09/02/12	WTF	3	\$900.00	0.00					
E 4 KSI	NV 08/29/1	2 08/31/12	M-F Today Show	III 4th IBM	10am-11am	WTF	:30	3 \$450.001	0.00 NM	3	\$1,350.00
TOF	DAY SHOW		Today 4th Hour								
IOL	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Data	Dellas					
Week:	08/27/12	09/02/12	<u>vveekdays</u> ~~WTF	Spois/vveek 3	<u>Rate</u> \$450.00	Rating 0.00					
		2 08/31/12		CM	3-4p	WTF	:30	3 \$450.001	0.00 NM	2	<b>#4.050.00</b>
_ 0	00,20,	2 00,0 (, 12	Dr Phil	OW	o-4b	w1 <i>F</i>	.50	3 \$450.001	U.UU INIVI	3	\$1,350.00
DR.	PHIL										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	08/27/12	09/02/12	WTF	3	\$450,00	0.00					
E 6 KS	NV 08/29/1	2 08/31/12	M-F Early News	СМ	5-630p	WTF~-	:30	3 \$1,200.001	0.00 NM	3	\$3,600.00
NEV	NC		M-F Early News								
	Start Date	End Date	<u>Wee</u> kdays	Spots/Week	Rate	Rating					
	08/27/12	09/02/12	WTF		\$1,200.00	0.00					
E 7 KS	NV 08/29/1	2 08/31/12	M-F Jeop/Wheel	CM	630-730pm	WTF	:30	3 \$1,300.001	0.00 NM	3	\$3,900.00
			M-F Jeopardy/W	heel of Fortune	•			5 41,000.001	0.00 1117	J	ψο,οσο.σσ
	PARDY/WH										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	08/27/12	09/02/12	WTF		\$1,300.00	0.00					
E 8 KS	NV 08/29/1	2 08/31/12	M-F News 3 at El		11pm-1135p	mWTF	:30	3 \$1,100.001	0.00 NM	3	\$3,300.00
NEV	vs		WHI NEWS SALE	leven							
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week:	08/27/12	09/02/12	WTF		\$1,100.00	0.00					
E 9 KS	NV 08/29/1	2 08/31/12	The Tonight Show	v CM	1135p-1237a	WTF	:30	3 \$750.001	0.00 NM	3	\$2,250.00
			Tonight Show							_	+,
	NIGHT SHO				<b>.</b> .						
	Start Date 08/27/12	<u>End Date</u> 09/02/12	<u>Weekdays</u> WTF	Spots/Week 3	Rate	Rating					
		12 09/01/12	News 3 Sunrise -		\$750.00	0.00	-00	4 4050 004	2.22.131.1		
L IV NO	110 03/01/	12 03/01/12	News 3 Sunrise S		6a-7a	S	:30	1 \$350.001	0.00 NM	1	\$350,00
NEV	vs			37 (10) (12) (1							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	08/27/12	09/02/12	S-	1	\$350.00	0.00					
E11 KS	NV 09/01/1	12 09/01/12	Saturday Today	CM	7a-9am	S-	:30	1 \$625.001	0.00 NM	1	\$625.00
~ ~ ~	70041		Saturday Today								
	TODAY Start Date	End Data	Mackdovs	SnotoM/	ma4-	Datina					
	08/27/12	<u>End Date</u> 09/02/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$625.00	<u>Rating</u> 0.00			j		
	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~		Sa-Su Early News		5pm-630pm	S-	:30	1 \$650.001	0.00 NM	4	ቀራርስ ስላ
	50,0 ,,		Sa-Su Early New		opin ocopin	J-	.50	ι φυσυ.υυ Ι	O.OO INIVI	1	\$650.00
NEV	vs		··•								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
	08/27/12	09/02/12	S-	1	\$650.00	0.00					
E 13 KS	NV 09/01/1	12 09/01/12		CM	630-730pm	S-	:30	2 \$500.001	0.00 NM	2	\$1,000.00

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**KSNV** 

Order / Rev:

105874

Advertiser:

American Future Fund

Alt-Order#: Flight Dates: 06844672

08/29/12 - 09/04/12

Product Desc:

AFF- SENATE

Estimate:

553

Inventory Code Days Ln Ch Start End Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount Weekend Jeopardy/Whee WKND Jeop/Wheel JEOPARDY/WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ----S-\$500.00 2 0.00 E 14 KSNV 09/01/12 09/01/12 To the Point - PM CM 730-758pm -----·30 \$375.001 0.00 NM \$375.00 To the Point VEGAS INC Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ----5-\$375.00 0.00 E 15 KSNV 09/01/12 09/01/12 ----S-Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,100.001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate <u>Rating</u> Week: 08/27/12 09/02/12 ----S-0.00 \$1,100.00 E16 KSNV 09/02/12 09/02/12 Sunday Today CM 7a-8am ----S :30 \$625,001 0.00 NM \$625.00 Sunday Today **SUN TODAY** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 08/27/12 09/02/12 \$625.00 0.00 E 17 KSNV 09/02/12 09/02/12 Meet the Press CM 8a-9am -----5 :30 1 \$3,000,001 0.00 NM \$3,000.00 Meet the Press MEET THE PRESS Start Date End Date Weekdays Spots/Week Rate Rating 09/02/12 Week: 08/27/12 -----\$3,000.00 E 18 KSNV 09/02/12 09/02/12 Chris Matthews 9:30AM SM ----S 9:30a-10a :30 \$500.001 0.00 NM \$500.00 Chris Matthews SUN 9:30am **CHRIS MATHEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 08/27/12 09/02/12 ----s \$500.00 0.00 E 19 KSNV 09/02/12 09/02/12 Sa-Su Early News CM 5pm-630pm ----S :30 \$650.001 0.00 NM \$650.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> 09/02/12 ----\$ Week: 08/27/12 \$650.00 0.00 E 20 KSNV 09/02/12 09/02/12 Sun PR 7-8p 7-8pm CM ----S :30 1 \$1,000.001 0.00 NM 1 \$1,000.00 Sunday Prime 7-8pm DATELINE Start Date **End Date Weekdays** Spots/Week Rate Rating 09/02/12 Week: 08/27/12 ----S \$1,000.00 0.00 E 21 KSNV 09/02/12 09/02/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----5 :30 1 \$1,100.001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven NEWS Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 08/27/12 09/02/12 \$1,100.00 0.00 E 22 KSNV 09/02/12 09/02/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ----S \$400.00 0.00 M-F 6-7a WakeUp w/WagM E 23 KSNV 09/03/12 09/04/12 6-7a MT~~---:30 \$1,000.001 0.00 NM \$1,000.00 M-F 6-7a WakeUp w/Wagners WAKE UP Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 MT----\$1,000.00 0.00 1 E 24 KSNV 09/03/12 09/04/12 **Today Show** CM 658a-9am MT----:30 1 \$1,500,001 0.00 NM \$1,500.00 **Today Show TODAY SHOW** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/03/12 09/09/12 MT----\$1,500.00 0.00 E 25 KSNV 09/03/12 09/04/12 CM MT-----9-10a :30 \$900,001 0.00 NM \$900.00

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Order / Rev:

105874

Advertiser:

American Future Fund

Alt Order #:

06844672

Product Desc:

AFF- SENATE

KSNV

Flight Dates:

08/29/12 - 09/04/12

Estimate:

553

Ln Ch Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		M-F Today Show M-F Today Show							•		
TODAY SHOW II		WHY TOday Show	11								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week: 09/03/12	09/09/12	MT	1	\$900.00	0.00						
E 26 KSNV 09/03/12	09/04/12	M-F Today Show	III 4th 13M	10am-11am	MT	:30	1	\$450.001	0.00 NM	1	\$450.00
TODAY SHOW III	1	Today 4th Hour									
	End Date	Weekdays	Spots/Week	Rate	Rating						
	09/09/12	MT~~~~	<u>Spois/vveek</u>	\$450.00	0.00						
E 27 KSNV 09/03/12	09/04/12	Dr. Phil	CM	3-4p	MT	:30	2	\$450.001	0.00 NM	2	\$900.00
		Dr Phil		•				Ţ.155155.	0.00 1.,	_	4000.00
DR. PHIL											
	End Date	Weekdays	Spots/Week	Rate	Rating						
	09/09/12	MT	2	,	0.00			4			
E 28 KSNV 09/03/12	09/04/12	M-F Early News M-F Early News	CM	5-630p	MT	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
NEWS		M-F Lany News									
	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	MT		\$1,200.00	0.00						
E 29 KSNV 09/03/12	09/04/12	M-F Jeop/Wheel	CM	630-730pm	MT	:30	2	\$1,300.001	0.00 NM	2	\$2,600.00
		M-F Jeopardy/W	heel of Fortun	9							
JEOPARDY/WHE				<b>5</b> .	<b>-</b>						
,	End Date 09/09/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1.300.00	Rating 0.00						
E 30 KSNV 09/03/12				#1,300.00 11pm-1135p		:30	1	\$1,100.001	0.00 NM	1	£4.400.00
2.00 10111 00/00/12	. 00/0-4/12	M-F News 3 at E		11pm-1100p	711 1711	.50		\$1,100.001	0.00 14141	1	\$1,100.00
NEWS											
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	09/09/12	MT		\$1,100.00	0.00						
E 31 KSNV 09/03/12	09/04/12	The Tonight Show	w CM	1135p-1237a	a MT	:30	2	\$750.001	0.00 NM	2	\$1,500.00
TONIGHT SHOW	,	Tonight Show									
	End Date	Weekdays	Spots/Week	Rate	Rating						
	09/09/12	MT	2		0.00						
				Ţ <del>-</del>					Totals	52	\$46,975.00
									เปลเล	UZ.	940,810,UV